

Committee on Homeland Security
U.S. House of Representatives
112th Congress
Truth in Testimony

Print Form

House Rule XI, clause 2(g)(5): "Each committee shall, to the greatest extent practicable, require witnesses who appear before it to submit in advance written statements of proposed testimony and to limit their initial presentation to the committee to brief summaries thereof. In the case of a witness appearing in a nongovernmental capacity, a written statement of proposed testimony shall include a curriculum vitae and a disclosure of the amount and source (by agency and program) of each Federal grant (or subgrant thereof) received during the current fiscal year or either of the two previous fiscal years by the witness or by an entity represented by the witness. Such statements, with appropriate redactions to protect the privacy of the witness, shall be made publically available in electronic form not later one day after the witness appears."

Please fax completed forms to (202) 225-0682

1. Name: **Geoff Freeman**

2. Title: **Executive Vice President and Chief Operating Officer**

3. Organization you are representing: **U.S. Travel Association**

4. Any federal grants or contracts (including subgrants or subcontracts) which **you, personally**, have received since October 1, 2010, from Federal Agencies under the purview of the hearing, the source and the amount of each grant or contract: (attach additional pages as necessary).

None.

5. Any federal grants or contracts (including subgrants or subcontracts) which were received since October 1, 2010, from Federal Agencies under the purview of the hearing by the **organization(s) which you represent** at this hearing, including the source and amount of each grant or contract: (attach additional pages as necessary)

Market Development Cooperator Program (MDCP) Award Grant from September 1, 2011 until August 31, 2014 in the amount of \$491,681. (see attached for additional information).

Witnesses are reminded to submit a copy of your curriculum vitae. The disclosure of Federal grants must be completed on the following page. If no grants are received, then indicate with "None". Should you have any additional questions please contact the Committee at (202) 226-8417.

Signature of Witness



MARKET DEVELOPMENT COOPERATOR PROGRAM (MDCP) GRANT EXECUTIVE SUMMARY

U.S. TRAVEL ASSOCIATION INTERNATIONAL MICE BUYER PROGRAM

(Meetings, Incentive, Conferences and Exhibitions)

<u>Applicant</u>	Bryan Lewis Chief of Staff / General Counsel blewis@ustravel.org 202.218.3640	U.S. Travel Association 1100 New York Ave, NW Suite 450 Washington, DC 20005 www.ustravel.org
<u>ITA and other Federal Collaborators</u>	Office of Travel and Tourism Industries - Helen Marano Foreign Commercial Service In-country Officers/Specialists (see "Partners") U.S. Export Assistance Centers - Anastasia Xenias U.S. Department of State In-country Consular Officers	
<u>Federal Share</u>	\$491,681	
<u>Total Project Budget</u>	\$1,491,536	
<u>Award Period</u>	September 1, 2011 – August 31, 2014	
<u>Exports Projected (Award Period)</u>	\$315 million	
<u>Exports Projected (Sept. 2014 – Aug. 2018)</u>	\$420 million	
<u>Foreign Markets Targeted / Year 1</u>	Brazil, Russia, India, China, Korea Canada, Mexico, UK, Japan, Germany	
<u>Foreign Markets Targeted / Year 2 & 3</u>	Markets listed above plus remaining top inbound and high-growth emerging markets. (70 total countries)	
<u>U.S. Industry</u>	Travel & Tourism (the meetings and events segment)	
<u>Project Description</u>	<ul style="list-style-type: none">• Identify and recruit top international MICE (Meetings, Incentive, Conferences and Exhibition) buyers to meet with U.S. suppliers.• Facilitate matchmaking of international buyers with U.S. suppliers. Schedule subsequent appointments and meetings at largest U.S. travel trade show, International Pow Wow.• Establish education program to inform international buyers of the products and services in the U.S. meetings and events industry, including destinations and venue options.• Host innovative online virtual marketplace designed to assist international buyers in locating the appropriate U.S. destination and venue for their meetings and events.	